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GUARANTEE
QUALITY

COKER'S PEDIGREED SEEDS

AND OTHER FINE SEEDS OF
SOUTHERN STAPLE FARM CROPS

FALL
1915

A GREAT WINTER CROP FOR THE SOUTH

PEDIGREED SEED COMPANY

DAVID R. COKER, President

HARTSVILLE, S.C.

SOUTHERN FIELD SEED SPECIALISTS

COKER'S
PEDIGREED
ABRUZZI RYE

Ten Reasons WHY It Will Pay You to BUY

Coker's Pedigreed Field Seeds

1. The seeds we are now offering for sale as our own strains, represent the cumulative results of thirteen years of scientific work in selecting and breeding field seeds by the plant-to-row method. During this time, our seeds have been planted and tested in every Southern state with results which have shown conclusively that Coker's Pedigreed Seeds make bigger yields and better quality than ordinary seeds.
2. The value of pedigree seeds depends on the scientific knowledge and painstaking care of the breeder. Anybody can increase the seeds from a single plant and have so-called "pedigreed" seed but such seed may have no particular virtue. To make a truly valuable pedigree variety, hundreds of plants must be selected, tested and only the best strains increased and further improved, by men who understand the business thoroughly. We therefore entrust this work only to scientifically educated and experienced experts who have made plant breeding a profession.
3. We are Field Seed Specialists. Our entire attention and efforts are directed along the single line of field seeds for Southern planting. We submit, therefore, that we are better prepared to furnish the best field seeds than seedsmen who do a garden and flower seed business with field seeds bought largely from people they don't know, as a side line.
4. We are continually upbreeding the seeds we sell. Our plant breeding and experimental work with field seeds is, so far as we are informed, the most extensive of its kind carried on by any individual or firm in the cotton belt. The cost of this department alone is more than five thousand dollars a year. It is necessary however, to do this work on a big scale, testing each year the seeds of hundreds of individual plants and increasing the seed of the best individual strains to get absolutely dependable results.
5. Our results are accepted as authoritative. The Southern Farming editorially says "The conclusions which he (Mr. Coker) comes to in regard to various crops, varieties, etc., are just as accurate and dependable as those of any Experimental Station anywhere. He is looked upon by all who know him as one of the best and most accurate experimenters with farm crops to be found anywhere, and when he says anything, he has proofs to back his statements."
6. The greater part of the seeds we sell are raised on our own farms of more than twelve hundred cultivated acres. Every detail of this work is personally supervised by experts. The seeds of our varieties not produced on our farms are raised by the most reliable planters in this section from seed which we furnish them and all the work of planting, cultivating, selecting, harvesting, etc., is done under the direction of our head plant breeder. The right is reserved by us to reject any part or all of any crops which are not absolutely satisfactory.
7. We stand behind every seed we sell with our reputation and a guarantee that they are sound, true to type and of high germination. Actual germination tests are made with seed from every lot of seed we ship and any falling below our high standards are not disposed of as seed.
8. We never offer seeds as "Coker's Pedigreed" until they have been bred and tested for at least four years and have made a performance record against other varieties that makes them worthy of our stamp of approval.
9. Our new warehouse is the best equipped in the South for handling, grading, recleaning and testing field seeds. It was designed after a careful study of seed houses in several states and is fitted out with the most modern and highly perfected machinery to be found. We are therefore able, usually, to fill every order the day it is received.
10. It is our final purpose in distributing high yielding strains of pure bred seed to make Southern Agriculture more profitable and help the farmers secure the biggest possible money returns from their labors.



Why This Difference?

Here are shown two young plants of rye.

Both seeds were planted at the same time.

They were planted side by side in the same soil.

They were fertilized alike.

They were cultivated alike.

They were pulled up at the same time.

They were photographed side by side.

They were treated in every way identically alike.

BUT—

You can see that they are very unlike.

Do you know why?

Do you know that this difference is worth thousands of dollars to farmers all over the South?

These questions and many others just as interesting—all relating to better crops and better farming—are answered in this HANDBOOK OF PROGRESSIVE SOUTHERN AGRICULTURE.

A Successful Southern Farmer's Creed

“**I** BELIEVE in farming for pleasure and for profit—there is no pleasure in farming without profit, and no profit in farming without pleasure.

“I believe in good crops—which is another way of saying I believe in good seeds, improved methods, careful cultivation of crops, intelligent use of fertilizers, and diversification and rotation of crops.

“Especially do I believe in good seeds. They are the basis of all good crops. I recognize in pure bred, selected seeds a scientific product—the work of an expert. The few cents extra I pay for well bred seed take but a small part of the returns from my crop, and yet that few cents often means profits from my crops instead of losses. Only the best is good enough for me.

“I believe in living at home—as far as possible. There is no profit in swapping cotton for meat, cotton for hay, cotton for corn, and cotton for everything, because there will be no cotton left after the swapping is over—nothing left for a rainy day.

“I believe in progress and all that progress means. I believe in my community, my section and my country. Whatever is good for all, I believe is good for me, and is worthy of my active support. Co-operation I believe to be the keynote of modern progress.

“And finally, I believe in myself and in my chosen work. I can perform my daily tasks with a clear conscience and know that I am no man's slave. And I can drink the joys of everyday communion with the beauties and wonders of nature, with the satisfaction that I am a useful part—small but important—of the great scheme of things.”

We Appeal to Intelligence

FROM its very nature, the work of the Pedigreed Seed Farms is an appeal to the intelligence and progressiveness of Southern farmers. It makes no attempt to secure the support or co-operation of the skeptical, the backward, the self-satisfied type of farmer who is unwilling to listen to new ideas or to improve farm conditions. But to that large and growing class—the active, the intelligent, the wide-awake, the energetic, the progressive farmer—it makes an appeal for co-operation and support.

This booklet will probably reach many farmers who have not before heard of the Pedigreed Seed Farms and the work being carried on by them, and it is for this reason that we preface this booklet with the above statements. If you are one of them, and are open minded and willing to be convinced, if you believe in better conditions of farming, better methods and more profits from your work, and are willing to use your head as well as your hands, this booklet and the work it represents is for you. But if you are unwilling to THINK and unwilling to take a step forward when that step means your own welfare, then this booklet and this work will mean little or nothing to you.

The broad general purpose of the Pedigreed Seed Farms is to make Southern agriculture more profitable. This purpose it attempts to carry out in two ways: First, increasing crop yields by breeding and distributing pure bred, highly productive seeds of the best varieties of the principal Southern staple crops; and second, by investigation and experiment to determine the best methods of seeding, cultivating and growing these crops.

Good seeds are necessary as a beginning. Therefore the Pedigreed Seed Farms undertook first the breeding of pure and highly productive seeds of a few varieties of staple crops. For seven years this breeding work was carried on before the seeds produced were offered to the public. Other varieties were added from time to time and the work was continued on a larger scale from year to year, until now most of the principal Southern crops are represented in our breeding fields.

Farmers generally were slow to adopt these new seeds at first. Distribution was at first local, but gradually broadened out, until now, these seeds are grown with success and increasing popularity in every Southern state. An illustration of the demand for these seeds occurred the past season, when our entire stock of a new pedigreed strain of staple cotton was sold out at the unusual price of five dollars a bushel*, even before our catalogue had come from the printers.

This large and increasing demand and wide popularity of our seeds is no mystery. Its explanation is simple to those who know our seeds, our methods and our men. Briefly, it is: We make no claims which our seeds do not prove; we give the best quality seeds that careful and expert breeding can produce; we exercise a personal care in handling our seeds at every point, recleaning and separating out all except the strong and vital; we sell only such seed as we can guarantee for high germination and purity, and give actual percentage figures of every lot; we stand absolutely behind every seed we sell with our thirteen years' reputation as breeders, with a substantial commercial backing and with a money-back guarantee; we give prompt and efficient service in our shipping department; and finally, we never allow any complaint, no matter what its nature, to go without a prompt investigation and, if well founded, a satisfactory settlement with the claimant. These are the methods and policies under which our work has grown from a small, one-man local enterprise, to one that now reaches every Southern state.

Our many customers and friends who have made this growth possible, we thank for their co-operation and support, and ask of them a continuance of patronage. We welcome new customers and patrons and invite them to share in any way they will, the benefits to be derived from the use of our seeds, our methods, or our advice.

PEDIGREED SEED COMPANY,
DAVID R. COKER, *President.*

*Our latest pedigreed strains of seed are always sold at premium prices in order to help pay the cost of breeding them. We might say here, that although the Pedigreed Seed Farms are operated as a private enterprise, they have never returned any dividends or profits from the sale of seeds.

Pedigreed Seeds

APEDIGREED horse is one descended from individual horses of tested and recorded efficiency. Such horses are capable of transmitting their qualities from one generation to another. In a similar way, plants are able to transmit their qualities. Good plants ordinarily will transmit good qualities, and poor plants poor qualities; but just as with animals, there are infinite variations and tendencies. The work of the stock breeder and plant breeder is to select the individuals that have desirable qualities, test them, and select them for several generations, until he has a pedigreed strain of stock or seed with a proven record for efficiency.

Although a farmer is usually extremely careful in buying only the best pure-blood live stock, yet he is extremely careless in buying seed. Usually he buys the seeds that are described in extravagant language and thinks he is buying good seed; or, he uses some of his own uncleared, unselected seed stock and calls it seed. WE MAINTAIN THAT IT'S TIME FOR HIM TO MAKE A CHANGE. The pedigree of his seed is of equal importance to him as the pedigree of his stock. He should know that his seed is descended from parent strains of seed that have proven their worth as individuals, and in competition with other strains and other varieties. It means dollars in his pocket. Let him plant a test plot of pedigreed and one of non-pedigreed seed side by side, and note results. We have done this for several years, and our results are that the average difference in favor of pedigreed rye over non-pedigreed rye is $5\frac{3}{4}$ bushels per acre; and oats show a difference in favor of the pedigreed of nine bushels per acre.

The superior value of pedigreed seed is universally admitted by scientific agriculturalists. The only question now is whether the farmers of the South will take the advantage that is offered them. Such seed as we are breeding will be worth millions of dollars to the South when generally distributed. Without fear of contradiction, we say that no one in the Southern States is doing such careful and conscientious breeding work, on such a scale as we are doing it. Our pedigreed strains of seed are distributed with the utmost confidence in their great value to Southern farmers.

Our Men

From the nature of the work, pedigree plant breeding can be entrusted only to high salaried experts, men who have scientific knowledge and practical experience in the special field of plant breeding. We are fortunate in having a corps of such experts in our continuous service, men who have been with us several years.

Our Mr. David R. Coker is known over a large part of the South as an agricultural and plant breeding expert of high rank. He is also recognized as the founder and chief exponent of the new upland staple cotton industry of the Carolinas. *Southern Cultivator*, May, 1914, says: "We knew that he (Mr. David R. Coker) was doing a very great work, but its full import can only be realized by a personal visit."

Our Mr. S. Pressly Coker, Plant Breeder, is a graduate of Virginia Polytechnic Institute and of Cornell University Agricultural College, and is an expert in plant breeding whose achievements are well known. He has published numerous articles and addresses along agricultural lines that have gained wide circulation.

Our Mr. George Wilds, Plant Breeder, is a graduate of the University of South Carolina, and has had four years of practical training in plant breeding.

Mr. D. R. Coker devotes only a part of his time to the plant breeding business, but Messrs. S. P. Coker and Wilds devote their entire attention to it. They have numerous assistants and work hands who are constantly employed in carrying out the work of the Pedigreed Seed Farms.

The work of the Pedigreed Seed Company—the distribution department of the Pedigreed Seed Farms—also requires trained men. They conduct the selling, advertising, correspondence, office management, warehouse, seed cleaning, and shipping departments. Every facility of management, both in warehouse and office, is modern and up-to-date in every respect.

Our Seed Breeding Work

THE beginning of our seed breeding work goes back to 1902, when our Mr. D. R. Coker became interested in the plant breeding work being carried on by Dr. H. J. Webber of the United States Department of Agriculture. Realizing its great significance and its great value to Southern farmers, if properly carried out, he shortly began the selection and study of cotton with the idea of producing a more valuable product; a combination of longer staple and heavier production. A great deal of his time and thought being devoted to this work, he soon realized the great possibilities of making agriculture more profitable, through the development of varieties of our standard farm crops which would produce greater yields of better quality and of higher money value.

Thus started, this work has taken rapid strides forward and has expanded until it now embraces the breeding of one or more varieties of Cotton, Corn, Oats, Rye, Peas and several other crops. We hope to expand this work eventually until we include the breeding of all Southern staple farm crops. We are spending thousands of dollars each year (most of it in one thirty acre field) in carrying on our seed breeding work, and although we have been doing plant breeding work on our farms since 1902, not until 1909 did we offer Pedigreed Seed to the general public.

Our Method

The plant-to-row method of breeding which we have adopted is recognized by all plant breeders and experiment stations everywhere as the best and only sure method of crop improvement. The plant breeder like the animal breeder must make the individual the unit of selection and in this plant-to-row method, as the name implies, this idea is carried out. The plant-to-row method in a few words, means just this: Testing individual plants in separate rows, as near as possible under identical conditions of soil preparation, fertilization and cultivation; noting all the qualities throughout the season, harvesting or threshing each row to itself and recording the yields, qualities and characteristics of each. By this method only is it possible to identify the inherent qualities of the individual plants, and to isolate those valuable high-yielding plants which, under the same conditions and in competition with other plants, have proven their superiority and the ability to reproduce their high-yielding qualities.

In animal breeding, the most valuable animal to the breeder is not the animal with the highest individual record, but the animal that has, coupled with that high record, the ability to produce the largest number of high record progeny. Likewise, in plant breeding, the most valuable plant to the farmer is not the high-yielding individual plant, but that high-yielding plant which has proven its ability through its performance records in the test blocks to reproduce its high-yielding quality.

This method of *proving the individual plant*, and then increasing and testing its progeny for three years, giving it a traceable pedigree back to the individual plant, is *our method*, and we offer for sale as "Coker's Pedigreed Seed" only the seed from these plants that have proven their value for four years, and have a high performance record.

In increasing these Pedigreed Seed for the public, we are ever mindful of the fact that even in the best bred plants there are always natural variations away from the original type, and in order to keep our seed up to standard, we are careful to go over our increase blocks and discard those plants that vary seriously from type.

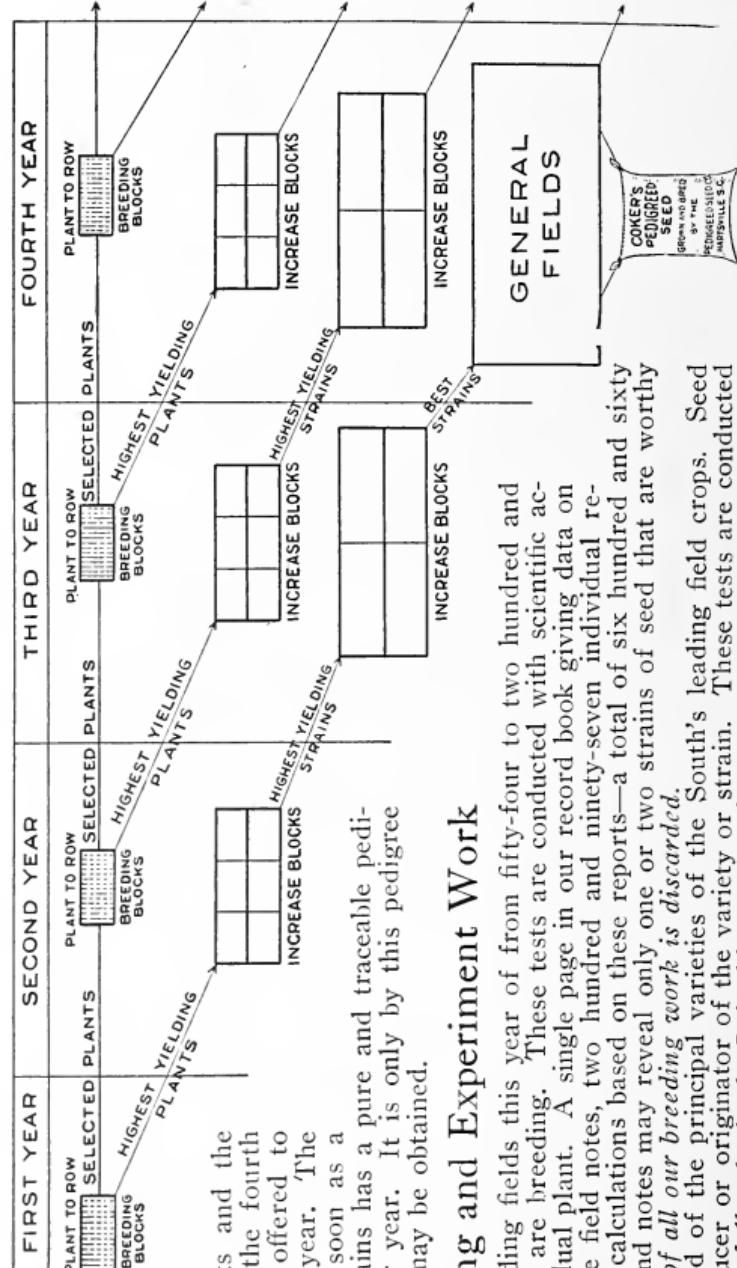
All seed we sell, unless stated to the contrary in catalogue, are grown under our own personal supervision so that we take no chances as to the quality of the product we offer. Not only do we practice great care in the production of our seed, but also in the handling after production. No matter how good our seed are, it would all be of no avail, if we failed to handle them properly when taken from the field.

Our Experiment Work

In addition to this breeding work we plan and carry out every year with scientific accuracy and great care, many experiments in order that we may determine the best methods to be employed in the production of different crops. The results of these experiments are published in bulletins and papers for distribution to the farmers free of charge.

A Graphic Description of Our Method of Plant Breeding

Valuable plants that have "made good" in the breeding blocks are propagated in the "increase blocks" for further testing, and for increasing the amount of seed for use in the general fields. We test and prove the individual plant and strain, and then increase the strain without mixture. Strains that make the best yields in the breeding and increase blocks and the variety tests, are planted in the general fields the fourth year, and the resulting "Pedigreed Seed" are offered to the public. This process is continued year after year. The Pedigreed Seed of one year are discarded as soon as a better strain has been found. Each of our strains has a pure and traceable pedigree, the records of which we keep year after year. It is only by this pedigree method that absolutely certain breeding results may be obtained.



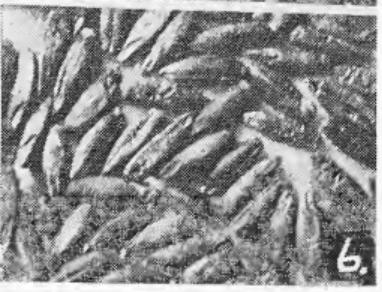
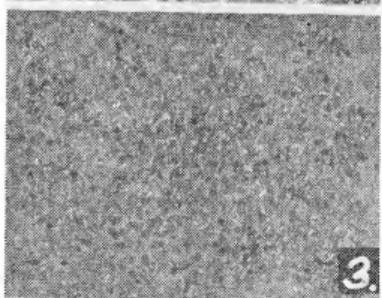
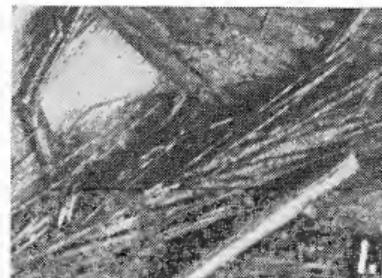
The Extent of our Breeding and Experiment Work

Individual tests are being made in our breeding fields this year of from fifty-four to two hundred and seventy selections from each of the varieties we are breeding. These tests are conducted with scientific accuracy and complete records kept of each individual plant. A single page in our record book giving data on thirty-three plants, contains ninety-nine separate field notes, two hundred and ninety-seven individual reports of yields, and two hundred and sixty-four calculations based on these reports—a total of six hundred and sixty entries on a single page. And all these figures and notes may reveal only one or two strains of seed that are worthy of further testing. *About ninety-nine per cent. of all our breeding work is discarded.*

Our variety tests include nearly two hundred of the principal varieties of the South's leading field crops. Seed are, whenever possible, obtained from the producer or originator of the variety or strain. These tests are conducted with exactness and impartiality, and results carefully obtained. It is this comparative test, carried on year after year, that finally determines the real value of a variety of seed. By this inflexible method the great claims of some seedsmen and growers for their varieties, are reduced to absurdities.

We are also conducting numerous experiments as to soils, weight of seeds as affecting yields, artificial inoculation, seedlings, cultivation, methods, etc. The conclusions and advice based on these experiments will be published only as definite and authentic results are obtained.

Method of Handling Seed



IN addition to our requirement of proper breeding of seeds, we demand also that our seeds shall be sound, vital and properly graded. We believe that every customer has a right to expect a high grade of seed, no matter what the breeding or pedigree behind it may be. It is well known that even with the purest and best bred seeds, there is always produced a certain amount of inferior seeds, badly formed, light weight and immature grains—all due to varying causes and weather conditions. Even pedigreed seed contain a percentage of light or immature seeds. Such inferior seeds must be removed in order to bring the quality of a seed to the highest point.

This is done by careful grading and recleaning by machines designed for the purpose. Such machines, when operated by an expert, can be made to remove practically all objectionable matter. The photograph shown here gives you an idea of the gradings and separations we make with grain. Six different products are obtained, only one of which we sell for seed.

No. 1 shows the first separation. Here is removed all the large trash, stalks, immature heads, etc., that passed through the thresher. No. 2 is the next largest trash that evaded the first screen but is caught by screen No. 3. No. 3 is dust and sand. It is removed by a large revolving fan. Thousands of dollars are paid out every year by farmers for just such dirt as this, when they buy uncleared seeds. No. 4 shows the lowest grade of grain. It is practically nothing but broken grains and small trashy particles. It represents a dead loss to buyers of uncleared seed. No. 5 is the second grade of seed. This grade is not usually removed by seedsmen, for it contains many whole grains. They are light and immature, however, and will not produce healthy plants. It is only by discarding this grade of seed that the highest grade can be obtained. No. 6 is the final product obtained after removing the other five grades of grain and trash. This is the only grade we use for seed purposes—as nearly perfect as mechanical ingenuity can make it. This photograph represents what WE MEAN by recleaned and graded seed. All of these are actual photographs of samples taken from the machines, and not made up specimens.

After our seed is recleaned and graded, it is weighed by automatic machinery, which insures exact weight in every bag.

Germination tests are made in our laboratory with samples from every lot of seed, and samples are also sent to the State and Federal agricultural laboratories for additional tests. Any seeds falling below the high standard we set are discarded. A card is attached to every bag of seed giving in figures the percentages of purity and germination we guarantee, so the buyer may know exactly the quality of seed he is buying. The State Seed Inspection Law requires that the seed test up to the figures given, or we will be subject to prosecution.

Three Fair Questions

This booklet will probably reach many people who have not before patronized us. If you are one of them, you probably have in mind the following three questions which you wish to ask us. You certainly have the right to ask them, and a right to expect us to answer them.

First—WHY ARE “PEDIGREED” SEED ANY BETTER THAN OTHER SEED?

Answer—Because they are produced by testing many plants, and only those which show up best in the tests and run true to type are used as parents. All the others are discarded. If you had fifty horses, and tested them against each other, you might find four better than the rest. Then by breeding those four, and testing their progeny, you might find that the progeny of one of them was better than all others. If continued for several generations, breeding toward a pure type, you would in time have a horse that was pedigreed and one that was better than the progeny of all others with which you started. This is what we do with seeds. Every plant differs from all others just as people or horses differ. They may look almost exactly alike, but one of them may prove to be the parent of a strain of seed that will greatly outyield the other. The only way to know is to test them. That is what we do. And sometimes it takes five hundred tests to produce a single pedigreed strain that is distinctly better than the rest.

Second—WHY CAN’T I BREED MY OWN SEEDS?

Answer—You can do a certain amount of seed selection very profitably, and this we recommend. But, to produce a meritorious pedigreed strain of seed requires scientific training, patience, and often several years' work. Plant breeding is a highly specialized business, to which men devote their lives, and a regular farmer could not expect to get the same results as a professional plant breeder. Every farmer should do a small amount of general seed selection, picking his best ears of corn in the field for seed, his best watermelon, etc., but it is usually necessary and always desirable for him to buy every few years from a seed specialist a few pure bred seeds, in order to keep his production up to the highest. It would be too expensive for a farmer to attempt pedigree plant breeding on a large scale, as it often costs us as much as a thousand dollars to produce a single first bushel of a new highly productive strain of seed.

Third—WILL IT PAY ME TO BUY NEW PEDIGREED SEEDS EVERY YEAR?

Answer—It depends. Most planters prefer to buy seed corn every year on account of the expense and trouble of selecting seed corn, and because corn is an open fertilized plant that easily mixes from one field to another. But with oats and rye and wheat, if you have a seed cleaner, and will keep your seed pure, it is not necessary to buy more often than every two or three years. It does not pay, however, to plant any uncleared seed. New cotton seed (especially long staple) should be obtained every two or three years, as its quality quickly deteriorates if no breeding is done, or if seed become mixed at the gins. In every case, however, only pure bred seed should be obtained. It is no use to buy new seed from a seedsman or grower who is not upbreeding his seeds, because his product is probably not any better than yours.

Fall Seeds

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	Brabham	
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SORGHUM.....	Amber, Coker's Pedigreed.....	
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MILLET.....	Pearl or Cattail.....	
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SOY BEANS.....	Mammouth Yellow.....	
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OATS.....	Burt or Ninety-Day.....	

(Pages 28, 29 and 30. Prices quoted after January 1st.)

Coker's Pedigreed Abruzzi Rye

The South's Wonderful Winter Crop for Grazing,
Cover Crop and Grain Production



This trade-mark is the honor badge of distinction which we put on our finest seeds. It represents our highest attainments in plant breeding—the stamp of approval we place on seeds that have proved their superiority over all other seeds of the same variety. Any bag of seeds bearing this "stamp of distinction" is backed by an unreserved money-back guarantee of high quality which we stand behind with a substantial commercial backing and a thirteen years' reputation as expert breeders of highly productive seeds. Our Pedigreed Abruzzi Rye carries this trade-mark and customers are warned not to accept any seeds as "Coker's Pedigreed" unless the bag bears the trade-mark shown above. It is your insurance policy against inferior seeds. Other people use our name and our reputation to sell their seeds, but they cannot use our trade-mark, as it is protected by law. Look for the heart.

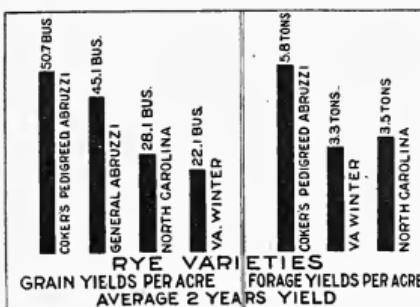
of customers who have made better general yields than thirty bushels, others have not. But so far as we can find out, only one out of our hundreds of seed rye customers has failed to make an increased yield with our Pedigreed Abruzzi Rye of twenty-five to three hundred per cent over the old winter varieties. And so far as we know not one of them has gone back to planting the old native varieties.

If you could see our fields of this rye in the spring, with the plants six to seven feet high, each of them having plump filled heads measuring six to eight inches in length, it would be a revelation in rye growing. Hundreds of visitors who inspected our farms and seed buildings this season were wonderfully impressed with the very evident marked superiority of our Pedigreed Abruzzi over all other ryes.

ITS USES

Rye is commonly planted for three purposes: Grain Yield, Grazing Crop and Cover Crop. The ordinary varieties have been more or less popular in the South for many years, but with the coming of the Abruzzi, this popularity has been greatly increased.

It has brought a double yield of grain; it gives from three to four tons of forage per acre for grazing; and, it makes a heavy growth before time for spring plowing, making it very valuable for cover crop purposes. The chart shown here gives the results of a comparative test for forage and grain yields for two years.



History and Pedigree

Abruzzi or Italian Rye was discovered by agents of the United States Department of Agriculture, while on an exploration trip through Italy in search of valuable plants for use in this country, and was introduced for the first time in the United States about January 1900. It came from Naples and brought with it this record: "Abruzzi, a superior rye grown in the Abruzzi Province, a mountainous district east of Rome. This strain is one of the best grown in Italy, having made an average yield of 28.2 bushels per acre for a period of ten years."

REPORTS FROM THE FIELD

One of the best informed agriculturists in the South, who travels extensively, says of Abruzzi Rye: "It has given entire satisfaction wherever sown. All admit that it will double the yield of ordinary Winter varieties." A reporter of Southern field crops writes to his paper: "Abruzzi Rye will go down this Fall in tremendous quantities."

This rye was tested by the United States Department of Agriculture, found to be valuable and was distributed in 1906 and 1907, but for some reason it seems to have been almost lost sight of until improved and introduced again as Coker's Pedigreed Abruzzi Rye in the fall of 1918. Since the superiority of this rye has been proved, other seedsmen and growers are offering it for sale. The original Pedigreed Abruzzi Rye, however, can be obtained only from us.



PRIZE WINNING SHEAF

Coker's Pedigreed Abruzzi Rye Has Twice Won the World's First Prize at National Expositions.

Coker's Pedigreed Abruzzi Rye is descended from one plant from a field of this general Abruzzi Rye selected in the spring of 1909, and tested along side of a number of other selected plants from the same field. This plant indicated its good qualities by a high yield of 66.2 bushels per

acre in 1910, under test plot conditions. Further tests of the progeny every year since then has shown an increase of yield from this strain, of about twenty-five per cent above the general Abruzzi. Thus, by the plant-to-row pedigree method, we have increased the yield to the extent that we have entirely discarded the original strain of seed. In breeding this strain of seed, it has been necessary to test out more than two hundred other selections and strains, through a period of one to six years.

SHOWS UP WELL

A prominent South Carolina planter writes: "I made 35 bushels to the acre with the Pedigreed Abruzzi Rye bought from you." A Virginia customer writes: "Our native rye, by the side of your Pedigreed Abruzzi, does not show up half so well." From North Carolina: "It surely has come up to what you recommended it to be."

Practically none of the Abruzzi Rye being offered for sale in the South by other seedsmen and dealers is descended from this fine pedigreed strain. Most of it is from the old parent strain which we discarded.

A Winter Grazing Crop

The two requisites of a winter grazing crop are: quantity and quality. Quantity means that there must be enough production per acre to make it profitable. Quality means that the product must be nutritious, high in feeding value and with a proper growth for grazing. In both these requirements, Abruzzi Rye stands at the top, as the following facts and comparisons prove.

The average yield of green forage per acre is three to four tons. We do not know of any crop that will give as much winter grazing as this Rye.

BEATS ALL ELSE

A planter of Abruzzi writes: "It beats anything I ever saw in the way of small grain." Another writes: "My field of rye will be the cause of your selling a large quantity in this section for seed this year."

The quality of Abruzzi Rye is among the highest of all feeding crops. Not as a hay crop, but as a grazing crop. It grows upright, stools heavily, and does not lie flat or trail on the ground, all of which makes it easy for animals to graze. Cattle relish this green winter crop and will leave dry hay for it.

The feeding value can best be understood from the table shown below. Samples of rye forage were cut every few days during the growing period, and at the end of this time, these samples were sent to one of the leading commercial chemists of the South, for analysis and comparison. The results, with extracts from their report, are given here:

COMPARATIVE ANALYSES

Feeds of Low Percentage Moisture Crude Nitrogen
MATERIAL Water Ash Protein Fibre Free Ext. Fat

MATERIAL	Water	Ash	Protein	Crude Fibre	Nitrogen Free Ext.	Fat
Rye Forage. Average of Five Samples from Pedigreed Seed Company	5.45	9.36	21.10	22.43	37.55	4.10
Timothy Hay.	13.20	4.40	5.90	29.00	45.00	2.50
Kentucky Blue Grass Hay.	21.20	6.30	7.80	23.00	37.80	3.90
Johnston Grass Hay.	10.20	6.10	7.20	28.50	45.90	2.10
Red Clover Hay.	15.30	6.20	12.30	24.80	38.10	3.30
Alfalfa Hay.	8.40	7.40	14.30	25.00	42.70	2.20
Soja Bean Hay.	11.30	7.20	15.40	22.30	38.60	5.20
Pea Vine Hay.	15.00	6.70	13.70	24.70	37.60	2.30
Vetch Hay.	11.30	7.90	17.00	25.40	36.10	2.30
Peanut Vine Hay, without Nuts.	7.60	10.80	10.70	23.60	42.70	4.60
Wheat Straw.	9.60	4.20	3.40	38.10	43.40	1.30

Feeds of High Percentage Moisture

Above Rye Analysis Figured on Basis of Moisture in Growing Rye.....	76.60	2.30	5.25	5.55	9.30	1.00
Green Corn Fodder.	79.30	1.20	1.80	5.00	12.20	.50
Corn Silage.	79.10	1.40	1.70	6.00	11.00	.80

"With this information before you, it is hardly necessary for us to state that in our opinion, the rye forage is greatly superior in feed value to any of the other materials given.

"The protein is very much higher than in any of the other feeds given. The protein is really the valued part of any feed. It is the nitrogenous matter that builds up the muscle. It corresponds to ammonia in fertilizers. We were surprised at the very high percentage of protein found, almost twice as high as that in alfalfa and as high as some low grade cotton seed feed meals which are on the market. It is nearly two thirds as much as the average cotton seed meal will show.

"The nitrogen free extract is unusually high for forage and in connection with the fat, it is the fat producing ingredient of the feed. The percentage of fat is only exceeded by the Soja bean and peanut vine hay. As stated above, the fat is worth as much as the protein in a well balanced ration.

"Wishing you much success with the introduction of this valuable feed, we beg to remain."

Yours very truly,

THE PICARD-LAW COMPANY,

Consulting and Analytical Chemists,
Atlanta, Ga.

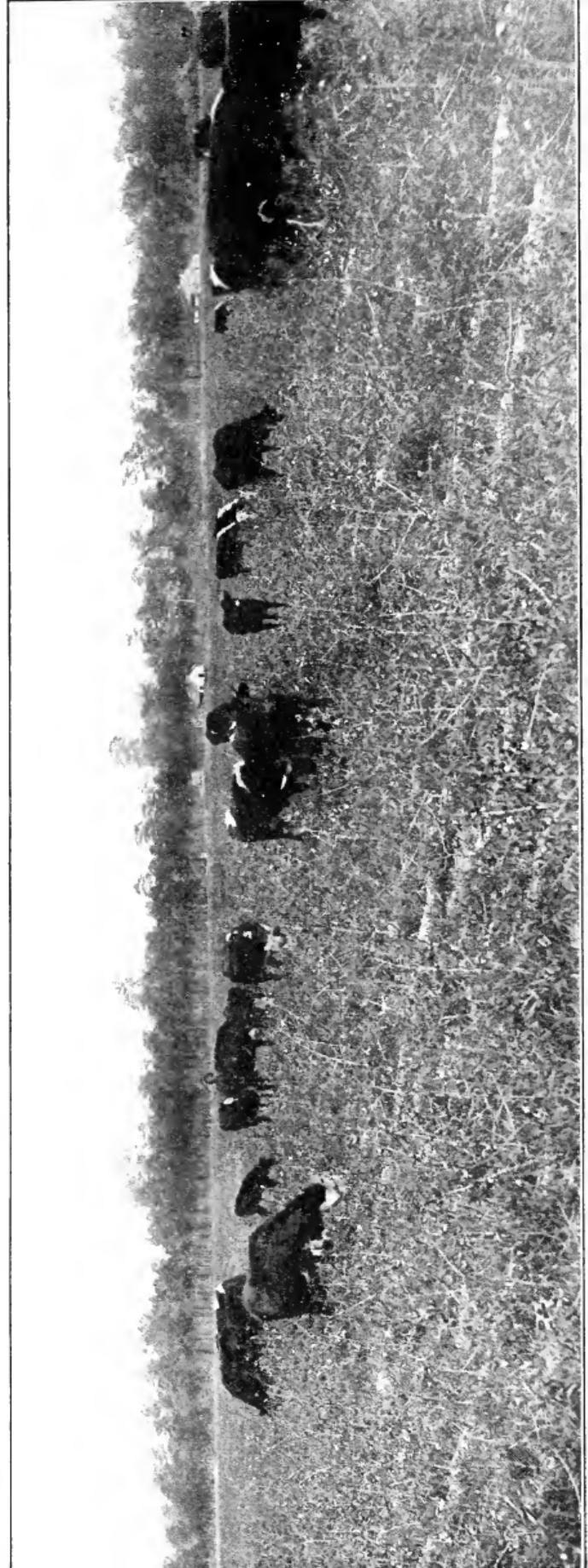
The results, then, of grazing a crop of Abruzzi Rye, is to save in the cost of hay, and substitute for it a green forage which is high in feeding value. In other words, get more value for less money. You can graze three to four tons of rye from every acre and save half that quantity of hay. (Cattle will eat twice as much growing rye as dry hay.) A little oat straw for roughage is all that is necessary in addition to the rye. The grain ration can be reduced, on account of the high percentage protein in the rye. Some cattle men cut out grain entirely when grazing this rye, but we recommend a small grain ration. One to two tons of hay saved as a result of planting an acre of Abruzzi rye is a profit that every farmer should take advantage of, whether he has one cow or a large herd.

COWS LEAVE ALFALFA
"In this connection, we will state that while the cows had access to both alfalfa and rye fields last Fall, they entirely abandoned the alfalfa for the rye."

A Combination Cover Crop and Grazing Crop

As a combination cover crop and grazing crop, Abruzzi has in our judgment no equal. Planted in cotton fields immediately after the first picking, this rye quickly makes a heavy growth, and before December 1st, is ready for grazing. Ordinarily, two to three months grazing can be had before time to plow under the rye for spring planting of other crops. Two purposes are thus filled: *First*—A cheap and nutritious green crop is provided for the cattle during the winter months; and, *Second*—A cover crop to protect the land from washing and leaching by hard winter rains.

The photograph below shows our herd of Herefords grazing on Rye in a cotton field. With nothing else but oat straw to eat, these cattle made a steady and noticeable gain in weight at almost no expense, while grazing on our cover crop rye.



A Winter Cover Crop

A winter crop is now recognized to be a necessity on Southern farms. For many years, the majority of farmers left their corn and cotton lands bare and idle during the winter months but experience has proved this to be wasteful of fertilizers and destructive to the land. The winters have been seasons of "tearing down" instead of building up. But with the introduction and the wide use of cover crops, the soils are made to retain their fertility, leaching and washing is prevented and humus is added to the soil content.

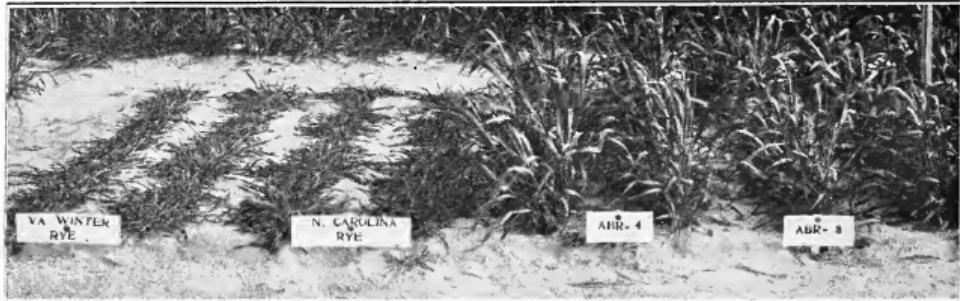
DEMONSTRATION AGENT BOOSTS

A Government Demonstration Agent writes: "I am going to give your Abruzzi rye a boost this Fall, for I have planted it two years and know its value."

early growing crop. Nor will these crops do well on poorer lands or without inoculation. These crops are wonderful soil builders, but their comparative late growth makes them not well suited for cover crop purposes in many sections of the cotton belt.

Abruzzi Italian Rye is a rapid growing plant making a heavy growth in time to be turned under in February and March. Compared to the ordinary winter rye varieties, Abruzzi makes at least double as much cover crop growth as is shown by the photograph below, which was made March 1st. The photograph on page one presents the striking contrast between Virginia rye and our Pedigreed Abruzzi, as photographed March 27th.

After careful experiments for a number of years, we are convinced that Abruzzi Rye is the best winter cover crop for large areas in the South. It is easy to plant, grows on all kinds of soil, requires no inoculation, makes heavy early growth, adds humus to the soil, prevents leaching and washing of soil and restores plant food to the soil—these are the chief advantages of our Abruzzi Rye as a winter cover crop.



Photograph made March 1st showing heavy early growth of Abruzzi Rye

For Grain Yields

The superiority of Abruzzi Rye for grain yields is without question. Under identical conditions of soils, fertilizers and cultivation, we have year after year in carefully conducted tests found our Pedigreed Abruzzi to double and triple the yields of other varieties. On good cotton land in average years we usually make twenty to thirty bushels per acre, which compares very favorably with the average Southern yield of 11.3 bushels. It is only necessary for farmers to plant a field of Abruzzi by the side of a native variety to have a demonstration of the superiority of Abruzzi in yield and plant growth.

79 BUSHELS FROM 2½ ACRES

"We gathered 79 bushels from the 2½ acres and believe that more than one-third was wasted in the field. It grew very tall and fell down, so that we had to mow and rake it up. It is better in every way by 100 per cent. than other varieties of rye."

PEDIGREED TAMWORTH PIGS

We have for sale a few Pedigreed Tamworth Pigs. Write for prices.

Time, Method and Rate of Seeding

FOR COVER CROP AND GRAZING PURPOSES

Abruzzi Rye should be sown from September 15th to October 15th for best results as a Cover Crop or Grazing Crop. If sown earlier than September 15th, the young plants are very apt to be killed by the hot sun, and if sown much later than October 15th, the plants will not have time to make their best cover crop growth before time to turn them under. We recommend planting in cotton fields after the first or second picking. Sow the rye broadcast between the rows, and turn under with a large sweep, one furrow to the row. We find this method very satisfactory; and the cotton is not injured in any way. For seeding after peavine hay, it should be sown as soon as the hay is harvested, and may be sown broadcast and harrowed in, or seeded with a regular grain drill.

The rate of seeding for a cover crop should be about one bushel to the acre. For grazing purposes, two bushels to the acre will give better results.

FOR GRAIN YIELDS

For grain production, we recommend seeding with a grain drill from the 1st to the 15th of November in the upper half of the cotton belt, and two weeks later in the lower half. This rye is considerably earlier than our native varieties and if planted earlier than this, it will head out very early in the Spring, and may be injured by cold weather. We prefer planting here as near November 15th as possible, and advise a strict adherence to the above rule for best results.

After conducting experiments for several years, we find that a seeding of one-half bushel per acre on good soil and three-fourths bushel per acre on light soils, for November 15th planting, will give best grain yields. When planted at these rates, every plant has ample opportunity to produce a large number of heavy heads, and large grains. If planted later than November 15th, a heavier seeding should be used, for the plants will not have time to stool properly, and bigger yields can then be obtained from heavier seedings. Very late plantings, however, will not give satisfactory results. Of course, these light seedings require a good seed bed, and we advise a thorough preparation of the land before planting. Break and harrow your land *thoroughly*, and use a grain drill that will plant a small amount of seed to the acre.

All of the above information and suggestions are given out after much careful experimenting to determine these points, and we feel sure that those who follow directions carefully will reap the best results.

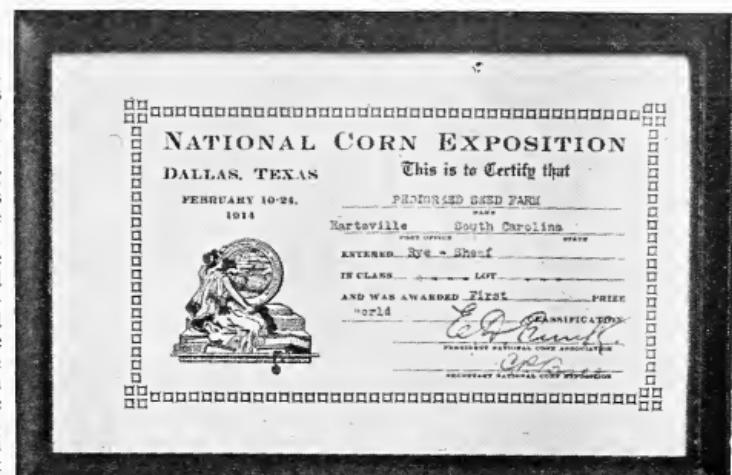
PRICES

Bushel, \$3.25; 10 bushels @ \$3.15; 50 bushels @ \$3.05. Half bushel, \$1.75; peck, 90 cents. All seed are recleaned, graded, and guaranteed for germination, purity and pedigree.

CASH MUST ACCOMPANY ALL ORDERS. Prices f. o. b. Hartsville, S. C. Practically all orders shipped the same day received.

A PRIZE WINNER

Coker's Pedigreed Abruzzi Rye has been exhibited in two National Corn Expositions and two State fairs, winning in all ten first prizes and not a single prize less than first. Two of these were World's Grand Champion Sweepstakes prizes, and two others were first prizes for the entire South. In every entry in these contests Coker's Pedigreed Abruzzi Rye has won first place. The certificate shown here



was won at the last National Corn Exposition in Dallas, Texas, in a competition with ryes produced all over the United States.

Our Seed Warehouse

Our main seed warehouse shown here is a three story, frame building, consisting of shipping rooms, storage rooms, laboratories, plant breeding rooms, seed cleaning machinery, automatic weighers, germination room, fumigation room and general offices. It was designed after a careful study of seed houses over the South and Central Western States, and we believe it unsurpassed in the South for handling field seeds. The equipment is designed to give the maximum of efficiency and the machinery is the best obtainable. More than a thousand out of town visitors inspected our warehouse this season. We are always glad to have our customers and visitors come to see just what we are doing, as we have no secrets to hide.



A State Fair Exhibit

This exhibit at the South Carolina State Fair won first prize over all competitors for the entire exhibit, and in addition, took eight individual first prizes. In the four competitive exhibits in which our seeds have been entered, they have won thirty seven prizes, of which thirty-three were first prizes. Three of these were World's Grand Champion Sweepstakes Prizes, six were Southern Sweepstakes Prizes, and four others were World's Prizes of third to sixth rank. Seven first state prizes were won at National Expositions, and seventeen other first prizes were captured at State Fairs.





Small Breeding Blocks of Oats and Rye

Here is shown the small breeding blocks of oats and rye which form the beginning of the plant-to-row tests. One hundred and twenty-six new pedigreed plants were tested out in this field this year and forty-nine varieties and strains of wheat, oats and rye were tested for comparative yields. In addition to this, twenty-nine large increase plots for oats and rye were used, each ranging from a few square feet to ten acres in size. Of course, accurate records were kept all through the season, of the progeny of every parent plant—more than two hundred in all, including plant-to-row tests and increase blocks. In the background may be seen some of our breeding plots of corn and cotton.



COKER'S PEDIGREED



Every bag of our pedigree seed bears this trademark. It is your guarantee of superior quality.

Red Appler Oats

THE crop of Southern Oats this winter was unusually large, the acreage much greater than in many years, but the average yield, owing to seasonal conditions and poor planting seed, was very low. Farmers generally have not yet realized that no matter what seasons they have, or what acreage they plant, best results will not follow unless good seed is used. *Neither good seed of a poor variety nor poor seed of a good variety will give satisfactory yields, but it requires a combination of good variety and good seeds.*



The thing that counts about any claim or guarantee is not so much what is said, but *who says it.*

THINKS THEM BEST

"Your Pedigreed Red Oats are the best we have ever planted. They made twenty bushels more per acre than the Red Rust Proof in my fields this year. I expect to plant my whole crop in them next year."
—G. H. W., N. C.

spring of 1908, when plant selections were made for our 1909 test plots. In 1910, two unusually high yielding strains were produced in our breeding plots, and these were later tested and found to be superior to any oats produced up to that time. Since then, we have continued breeding these strains and for two years have offered seed of these to the public. We have at the same time been testing other strains, in all more than three hundred, but up to present have found none superior to the strain we offer for sale (of which our breeding number is RB No. 22) a strain of seed we consider unequalled by any other oat in the South. In all our breeding work, we have had as our primary object, high yields and uniformity, and only the strains combining those qualities were selected. A field of our No. 22 oats is level like a table top.

These oats are free from smut. All our planting seed are treated with a formaldehyde solution to kill any spores present.

PRIZE WINNING SHEAF

Coker's Pedigreed Red Appler Oats have twice won Sweepstakes Prize over all Southern Oats at National Expositions

Yields of Oats

The many claims and assertions of seedsmen and seed growers throughout the South about the yields of different varieties of oats, leave the prospective buyer in doubt as to what are the real merits and advantages of any variety. It is very easy for any grower of seed to find a few exceptional cases of good yields even from very poor varieties, for poor seed under good conditions will often make more than good seed under poor conditions. But for any seed to be worthy of any claim, it should make a good *comparative* showing year after year under all conditions.

There are a great many people in the South who are doing no breeding work at all with oats, but who are *claiming* big yields, and on the strength of their claims, are marketing their product. There are a few men in the South who are really doing first class breeding work and getting good average results, for in the long run BREEDING WILL TELL.

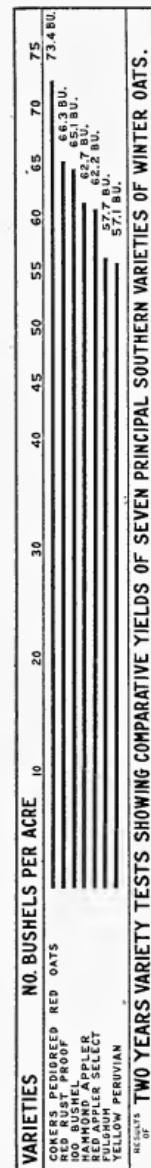
The thing that counts with any variety of seed is its *comparative* yield when tested against other varieties, *year after year*. No single yield nor any single test can prove anything about a seed. We made oats one year in our breeding plot at the rate of one hundred and forty bushels per acre, but this is not at all a representative yield. We do not attempt to answer *how much* but *how does it compare*. The chart shown here represents our test results for the past two years with a few of the varieties we tested. The totals are of little importance. But *what counts* is that our

LARGE PROPORTION GRAIN

"The grain is large and heavy. We baled straw from these oats and were astonished at the large proportion of grain. There was an average of two bushels of oats to one bale of straw. This we consider a big advantage." — R. W. P., N. C.

This is the only claim we make for our oats: that year in and year out, Coker's Pedigreed Red Oats will make more than any other variety we know of planted under the same conditions.

The thing that counts with any variety of seed is its *comparative* yield when tested against other varieties, *year after year*. No single yield nor any single test can prove anything about a seed. We made oats one year in our breeding plot at the rate of one hundred and forty bushels per acre, but this is not at all a representative yield. We do not attempt to answer *how much* but *how does it compare*. The chart shown here represents our test results for the past two years with a few of the varieties we tested. The totals are of little importance. But *what counts* is that our Pedigreed Red Appler Oats averaged 7.1 bushels per acre more than its nearest competitor and 12.5 bushels more than the average. This comparative result (which is practically the same for several years previous) is obtained from identical conditions in every respect except the seed. And holding true *year after year* means that it is a representative and fair comparison.



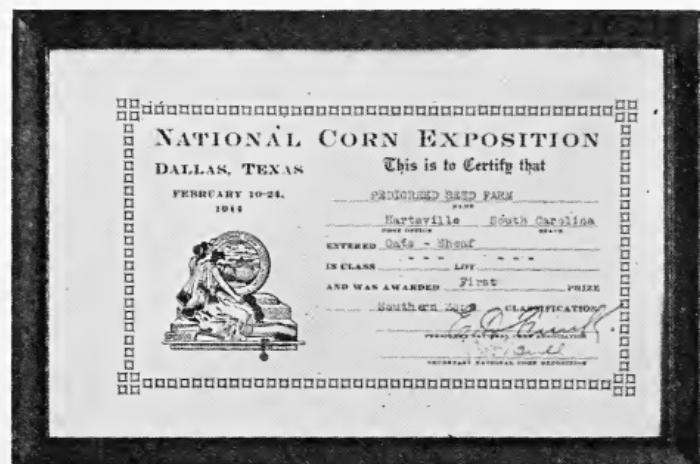
RESULTS OF TWO YEARS VARIETY TESTS SHOWING COMPARATIVE YIELDS OF SEVEN PRINCIPAL SOUTHERN VARIETIES OF WINTER OATS.

PRICES

Bushel, \$1.25; 10 bushels @ \$1.15; 50 bushels @ \$1.05. Half bushel, 75 cents; peck, 45 cents. Cash must accompany orders.

IN THE SHOW RING

Coker's Pedigreed Red Oats have twice contested in National Expositions and both times won Sweepstakes prizes over all other Southern oats. Our entries of these oats in Fairs and Expositions have won ten first prizes, three of which were in National competitions in which our oats won first prize for the entire South. The certificate shown here was won at the last National Corn Exposition at Dallas, Tex.



Fulghum Oats

A great deal has been written and said about Fulghum Oats, and many claims have been made for this variety by prominent seedsmen and growers. Some call it "the coming oat of the South" and others predict that "it will replace the older varieties." Although we do not endorse these claims, yet we believe that on account of its earliness, the Fulghum Oat has a real place in Southern farming. It is of particular value to large planters of oats, as its early maturity lengthens the harvest period several days.

In yield, however, the Fulghum oat has been disappointing. The many claims of its high yields led us to make careful tests, but thus far it falls below the average. (See variety chart on page 19.) The chief cause of the incorrect estimate of the production of this variety is on account of its fine early growth. In the first and middle stages of its growth, the Fulghum makes a vigorous plant growth and outstrips most of the other varieties. But in its final growth in our section, it lags behind, and by harvest time has lost its lead and falls down in productiveness.

FULGHUM OATS EARLIER

"My Fulghum Oats matured two weeks earlier than the Applers and I have a fine crop of corn on the land now, and a fine prospect for a good yield."—R. P., Ga.

The Fulghum Oat matures one to two weeks earlier than other varieties, a quality which largely accounts for its popularity, and a quality which gives this oat its chief value.

Our seed of this variety are grown on our own farms from the very best stock obtainable, and we believe it to be from the best strain of these oats on the market. Our seed are recleaned, and guaranteed for germination, purity and trueness to name. We are confident that no better seed of this variety can be had from any other source.

LIKES OUR SEED

"So far every seed that I bought from you has proved entirely satisfactory. They are clean and the germination is good, but best of all, they are true to type."—Ga.

PRICES

Bushel, \$1.10; 10 bushels @ \$1.05; 50 bushels @ \$1.00. One-half bushel, 65 cents; peck, 40 cents.

Burt, or Ninety-Day Oats

(For Spring Planting)

The Burt Oat is a quick maturing variety, which is recommended only for spring planting. For best yields in the South fall oats should be planted, but where this is impossible, a fair yield can be obtained from this variety planted in the spring. Our seed is recleaned and graded, and guaranteed for germination and purity.

PRICES

Bushel, \$1.10; 10 bushels @ \$1.05; 50 bushels @ \$1.00. Half bushel, 65 cents; peck 35 cents.

Mechanical Selection of Seed

Plump, heavy kernels of grain will produce a stronger plant and nourish it better than a shrunken light kernel. It is impracticable, however, to select individual grains unless some rapid way is provided to do it with machinery. The modern seed cleaner and grader, if properly operated, will make a highly satisfactory selection of seed, by the use of graduated screens for size of the kernels and an air blast for removing light weight seeds. The seed thus obtained are the very choicest, both in size and weight.

Write for catalogue and prices of "Clipper Seed Cleaners."

Planting Oats

Time, Method and Rate of Seeding

The time and method of seeding oats varies considerably in different sections of the South, and very often it varies in a particular section, depending of course upon the purpose for which the crop is intended, the variety of oats planted, weather conditions, and so on. While it is true that oats are planted for different purposes, they are best suited for grain, and are generally planted for such purpose; so in considering the time and method of planting we refer to the grain crop.

Although the time of planting does vary in any given section, there is a best average time for planting, and every farmer should try to ascertain the best time for his particular section, and try to plant as near that time as possible every year. For this section of the South, our experience seems to show that seeding from the fifteenth to the thirtieth of November will give best average results, especially when a light seeding per acre is used.

The stooling capacity of a plant is largely determined in the early part of its growth, and planting the last of November gives each plant ample opportunity to do its best to produce its maximum number of stems. Oats planted much later do not stool near as heavily, and consequently give fewer heads and smaller yields. Our recommendation as to rates of seeding of course applies only to fall sown oats, and not to spring oats. Practically all the oats sown in our section are sown in the fall, spring planting giving much smaller yields.

For many years, almost every farmer seeded his oats by hand, broadcast. As soon as the corn crop was gathered, his land was broken, the oats sown broadcast, and harrowed in. This method had its disadvantages; a very serious one being that often there was much winter killing. The little plants came up on the level, and had no protection from the cold winds. The method of planting with a drill is today being used on most up-to-date farms. The open furrow method is popular and effective in some sections, but is not so economical of labor and seed as the drill method. We recommend planting with a drill after the land has been thoroughly prepared, and we have never lost a crop of drill-planted oats by winter killing.

The yield of any crop is largely dependent upon the preparation of the seed bed, and especially is this true of a crop like oats or rye, which is never worked after it is planted. Good preparation means good environment for the plants, and will pay for itself many times in the quality and yield of the crop produced.

The question of how much seed to sow to obtain best results is one of very great importance. It is not uncommon to find farmers who plant as much as five bushels of seed per acre, but perhaps the majority of them plant from two to three bushels per acre. If you will examine a field of oats seeded at the rate of five bushels per acre, you will at once

notice that the plants are very thick. Some plants will be high, others low, showing that there is competition between the plants. If you examine the crop at harvest time you will notice that in the competition some of these plants have been choked out and are practically worthless, and that while those plants that were most vigorous have grown and matured, they have been hurt in the competition. Many of them

have only one stem from a seed. There has not been room for development, and consequently the heads are small, the grains light, and the yield and quality not what it should be. If you now examine a field with a light seeding per acre, you will notice that each seed has produced a plant with a number of stems; there has been no competition between the plants; each plant has developed into its best; the stems are many, the heads heavy, and the yield large.

Observing this fact, we began a set of experiments to determine the best rate of seeding to use for heaviest yields. These experiments began

BETTER BY TEST

"Your Pedigreed Red Oats made one-third more oats to the acre than the Bancroft. We are well pleased with your oats and are convinced that they are much better than other varieties."—S. C.

CLAIMS WORTH DOUBLE

"Your oats are worth double the ordinary Red Apple Oats—J. D. M.

"Think they are worth twice as much as any other oats I have ever planted."—J. E. L.

have only one stem from a seed. There has not been room for development, and consequently the heads are small, the grains light, and the yield and quality not what it should be. If you now examine a field with a light seeding per acre, you will notice that each seed has produced a plant with a number of stems; there has been no competition between the plants; each plant has developed into its best; the stems are many, the heads heavy, and the yield large.

Observing this fact, we began a set of experiments to determine the best rate of seeding to use for heaviest yields. These experiments began

in 1910, and were carried out with the greatest care. All grains were placed and spaced in the test plots by hand, and everything was done with the greatest accuracy. For three years in succession the three-peck seeding gave best results, yielding an average of nine bushels per acre more than the six-peck seeding, and $3\frac{1}{2}$ bushels per acre more than the nine-peck seeding. The fourth year, with seedlings from one peck to one bushel per acre, the three-peck seeding gave a yield of nine bushels per acre more than the next heaviest yielding plot, which was seeded at the rate of two pecks per acre. Our 1914 tests, which are just completed, give practically the same results for the different seedings of $1\frac{1}{2}$, $\frac{3}{4}$, and $\frac{3}{8}$ bushels per acre, but on account of irregularities in the test plots these last results are not considered accurate.

UNIFORM GROWTH

"I found your Pedigreed Red Oats more uniform in growth and heads more fully developed than other varieties I have planted."—W. L. J., S. C.

We conclude, therefore, that the correct seeding per acre for good soils in this section, where drill planting is used, is about three pecks per acre. Our experiments lead us to believe that much less seed are needed on rich land than on poor, and while we recommend a seeding of

three pecks on good soil, we feel that as much as two bushels per acre may be needed on soils of a light, sandy character. Of course a *thin seeding* requires a *good seed bed*, as we have already recommended.

The fact that we recommend a much lighter seeding than is commonly used, although we are sellers of seed oats, proves that we are unselfishly giving the farmers the benefit of our experimental work without reference to how it effects us financially.

Fertilizing Oats and Rye

The question of *what fertilizer* to use, and *how much*, is a question that cannot be answered in the same way for every section, as almost every farm requires different amounts and grades of fertilizer, depending upon the soil type, previous treatment, and so on. It would therefore be impossible to give any hard and fast rule for even a small section of the country. For this section, on fairly good soils, of the sandy loam type, we find that an application of two hundred pounds per acre of an 8-4-4 fertilizer when the oats are planted, and one hundred pounds of nitrate of soda applied in the spring, gives good results. Every farmer however, should solve his own fertilizer requirements to suit his soil conditions. The above is what we use, and will be found good on soils similar to ours.

New Cotton Bags

All seed are shipped in new cotton bags, branded with our name, and our finest seeds carry our registered trademark. Up to the past year we used burlap bags, but the cotton bags give equal service, look better, cost about the same, and our use of them helps a little in the use of cotton goods. We believe that as far as possible every Southern firm should use cotton wherever possible.

Seed Wheat

The three B campaign in the South—Bread, Bacon and Buttermilk—and the greater crop diversification being practiced has given a new impetus to wheat growing in the Southern states. The acreage planted this year exceeds any in former years and the results, while not satisfactory in every case, are sufficient to insure an increase in this crop in the South next year. Flour mills and elevators have sprung up all over the country, insuring a permanent and ready market for wheat at competitive prices. Good yields are being made by many planters and greater interest is being shown in wheat production.

One of the chief difficulties in the way of wheat production is impure seed. Last fall we secured wheat from several sources, and not one of the varieties proved true to type or pure bred. The seed we are offering this season is not pure, and we claim for it only that it is as good as commercial varieties obtainable elsewhere. Our plant breeding department has begun breeding work with wheat, and we will next year be able to offer some selected seed, and possibly later some selections bred to pedigree. The varieties we offer is supposed to be beardless, but produced a small percentage of bearded plants. The seed is recleaned, and guaranteed for germination, but we give no warranty as to purity of stock, name or type. We believe, however, that our seed is as pure as can be obtained from other sources.

Leap's Prolific

This variety is one of the best varieties for Southern planting. It makes a comparative heavy growth and gives a greater yield than most of the other varieties. Many planters claim this variety superior to all other beardless wheats. It originated in Virginia and is the most largely used variety in the Carolinas and Virginia. This seed has a tendency to run back to bearded type, and the crop usually contains both bearded and beardless types. It is a wheat of excellent milling qualities. We raised seed of two other varieties but are not offering these for seed as Leap's produced a much greater yield in our tests.

PRICES

Bushel, \$1.80; 10 bushels @ \$1.75; 50 bushels @ \$1.65. Half bushel, 95 cents; peck, 55 cents. Cash must accompany order.

Beware of False Prophets

The extravagant claims made by many advertisements and circulars about yields obtained from different varieties and strains of seed lead us to warn our customers against such claims. Too often the anxious seedsmen or grower is tempted to overstate his results, or make an exceptional case appear to be the average, hoping thereby to lure additional orders from the unwary farmer. Experienced planters will not often fall in such a trap, but there are many farmers of less experience who listen to these siren songs and pay out their money year after year, hoping to run into some new crop or new variety that will make unusual profits. Any extravagant statement about a seed or a variety should be fully investigated before money is paid for seed. Investigate the claimant as well as the claim. "The thing that counts is not so much what a man says, but WHO says it." The great majority of such claims and some of the claimants will not bear investigation.

Crimson Clover

Crimson Clover has come to be one of the most important winter crops for the South, for grazing, cover crop and hay. It is one of the most valuable crops to put humus and nitrogen into the soil and to increase the productiveness. Can be grazed two or three months and then makes a crop. After grazing or cutting hay crop, the stubble turned under greatly enriches the soil. Can be sown in last working of summer crops. Rate of seeding about 20 pounds to the acre. Should be sown in August and September in upper part of cotton belt and September and October in lower part. Soil inoculation or artificial bacteria is necessary. (See page 31.)

Our seed are imported from Europe. They are guaranteed for purity above 98 per cent, and for germination above 95 per cent, under the South Carolina state seed laws.

PRICES

Pound, postpaid, 30 cents; 3 pounds, postpaid, 75 cents. Bulk prices, not prepaid: Peck, \$2.50; half bushel, \$4.50; bushel (60 pounds), \$8.50.

Burr Clover

Burr Clover is an annual legume, chiefly used as a pasture crop and as a nitrogen gathering plant for enriching the soils. When planted with Bermuda grass, the combination furnishes a grazing pasture which is green almost the year around. Sow any time from August 1st to November, at the rate of about 50 pounds to the acre. The seeds come in small spiral burrs which assist in inoculating the soil. Once planted, each succeeding crop gives more luxuriant growth. When used as pasturage, no grazing should be allowed after blooming begins freely, in order to give seeds opportunity to mature. Every Southern farm should have at least a small field of this clover.

Our seed is double cleaned and is in as good condition as the nature of the seed will permit. It is practically impossible to remove all the trash. They are, however, as free from trash and impurities as any burr clover seed obtainable. Our seed were grown in South Carolina but not by us.

NOTE—Burr Clover seed usually contain a number of "hard" seed which do not readily germinate. A good plan is: First, dip the bag of seed in cold water; second, immerse it in boiling water for one to two minutes; third, dip seed again into the cold water. This process softens the hard coats on the seed and makes germination higher.

PRICES

Pound, postpaid, 30 cents; three pounds, postpaid, 80 cents. In bulk, not prepaid: Bushel (10 pounds), \$1.50; ten bushels @ \$1.35. Cash must accompany all orders.

Soil Inoculation

Inoculation is generally accepted to be necessary for all clovers, including alfalfa. Soil inoculation is probably best, where it can be secured economically. This can be obtained by scraping the top soil from land that has already been seeded to the crop you are planting. Two to three hundred pounds to the acre of well inoculated soil should be sufficient to get your new field started. Where soil inoculation cannot be secured economically, artificial inoculation may be obtained by the use of prepared cultures. These cultures may be applied to the seed, and under favorable conditions, will greatly aid the growth of the plant. Such cultures may be obtained from the Department of Agriculture of some of the States or from us. See prices quoted on page 31. Full directions come with every package. Acid soils, however, should not be planted with crops requiring inoculation, as the acidity of the soil kills the culture. Acidity may be overcome by the use of lime, either in the form of ground limestone (which we recommend) or burnt lime.

Biennial Yellow Sweet Clover

Sweet Clover comes from Northern Kentucky where for years it has grown wild as a weed, and was long looked upon as a pest. Discovery of the real value of this clover was made a few years ago, however, and this crop now forms one of the principal soil improvement and grazing crops. It is one of the hardiest of the legumes and thrives where none other will grow. On washed lands, in gullies, and on bare clay land, this crop will catch hold and grow. It is especially valuable to sow on waste lands that cannot be used for other crops and for lands that are considered worn out. Sweet clover builds up the soil, stops erosion and washing on sloping lands, and supplies the soil with humus.

There are three kinds of Sweet Clover, but the Biennial Yellow is considered best, as it makes a better quality hay crop than the White or Indian Clovers. The introducers of this clover describe it thus: "Biennial, yellow flowers. Grows erect, $2\frac{1}{2}$ to 3 feet high the first year, and 4 to 5 feet high the second year, when it blooms and bears seed. Stems are nearly as fine as alfalfa, seldom being a quarter inch at the ground. Contains relatively large amount of leaves and fine branches."

As a hay crop Biennial Yellow Sweet Clover is used to some extent, but some animals will not eat it at first. The yellow is the most palatable variety, and is preferable to the white for grazing or hay.



Sweet Clover Early in May

Sweet Clover grows in all types of soils, and will make a better growth in acid soils than alfalfa and other clovers. The seed bed should be very compact and firm and not at all loose, for best results. Light loamy soil should not be planted to Sweet Clover. In the heaviest soils, the seed should be covered with a drag or toothed harrow to a depth of half an inch, and in coarse rough soil to the depth of an inch. A heavy roller should be used after the seed is put in. Seed may be planted in the South at any time of the year, but fall and spring planting will probably give best results. About ten pounds per acre is considered the best seeding, but where crop is to be plowed under, a heavier seeding may be used. Being a biennial plant, it stools out from the root crown in the spring of the second year and becomes much thicker than before.

The above information and recommendations are based on the experience of the Bokhara Seed Farms, the leading growers and experimenters with this crop. Our seed was obtained directly from them and is the best quality they offer. The seed is hulled, recleaned and guaranteed for purity and germination.

PRICES

Pound, postpaid, 50 cents; three pounds, postpaid, \$1.35. Bulk prices, not prepaid: 5 pounds, \$1.85; 10 pounds, \$3.50.

Alfalfa

THE profitable growing of Alfalfa in the South has been proved a possibility and many farmers are making a success with it. As a general crop for most farms, however, it is yet an experiment, but one which carries with it such possibilities that many farmers should intelligently attempt to grow at least a small plot. We do not recommend that any planter begin with alfalfa on a large scale because the expense of producing a crop is too great to take big chances. Before you decide to plant alfalfa, write to the United States Department of Agriculture, and your State Experiment Station for data and information about this crop.

Kansas grown alfalfa seed have proved superior to imported seed, and we have therefore secured stock grown in that state. We made germination and purity tests and also had official tests made, before selecting the lot of seed we offer. Much cheaper seed could have been secured, but not of the quality that we could endorse and guarantee. With such a crop as alfalfa, it would be foolish to plant any but the best seed obtainable.



CUTTING ALFALFA

Seeding is usually at the rate of about 30 pounds to the acre, and the time recommended is between September 15th and October 15th. Inoculation is necessary. Either use some soil obtained from a field on which alfalfa or sweet clover has been growing, two to three hundred pounds to the acre, or artificial cultures, which can be obtained from us, or the United States or South Carolina Departments of Agriculture.

PRICES

Pound, postpaid, 40 cents; three pounds, postpaid, \$1.10. Bulk prices not prepaid: 5 pounds, \$1.50; 10 pounds, \$2.75; 50 pounds, \$12.00. Cash must accompany orders.

A Good Plan

Many of our customers have adopted the plan of buying from us every year a small quantity of our best seed and planting them in breeding blocks to produce their own seed for next year's crop. This is an excellent idea for most crops and enables a planter to keep in stock the best seed at a very small cost. A single peck of our best seed carries with it the advantages of several years' careful breeding work.

Dwarf Essex Rape



RAPE—The Crop for Hogs

Rape is a winter grazing crop for cattle, hogs and sheep. Makes excellent winter greens for chickens. Sow any time from August to October, for early winter feeding. Can also be seeded in spring months. Should always be sown on rich soils such as would grow cabbage and rutabagas. Rate of seeding, broadcast, 6 to 8 pounds per acre; in drills, 30" rows, 3 to 4 pounds per acre.

PRICES

Pound, postpaid, 25 cents; three pounds, postpaid, 65 cents. Bulk prices, not pre-prepaid: 10 pounds, \$1.25; 50 pounds, \$5.50.

Advice That Counts

(Editorial from *The Country Gentleman* February 28, 1914)

The advice that counts and produces results is the first-hand object-lesson example such as that offered by David R. Coker, of Darlington County, South Carolina. Mr. Coker, as you will learn in the article, A Farmer Seed Specialist, in this issue of *The Country Gentleman*, does not utter advice or proclaim theory until he has first made a comprehensive demonstration of the value of his idea. He is a Southern business man and a successful one, but before he set out to dictate and to "educate," he tried out a long series of methods of seed selection and breeding. He saw that the farmers of his state were losing immense aggregate wealth by haphazard planting and cultivation. There was a woeful lack of grass and forage crops in South Carolina, but merely to state this fact would not bring about a revolution. The thing was to demonstrate that grass and forage crops could be grown at a vastly greater profit than most planters believed.

Having looked into the general custom of planting from two to five bushels of oats to the acre, Mr. Coker decided that there was something radically wrong with the economy of this method. Wherefore he launched into several phases of practical oat culture, or you might say scientific oat culture with a practical object in view, and soon made the interesting discovery that by seeding three pecks of oats to the acre he obtained a yield of five bushels more than was produced by a six-peck seeding and three and a half bushels more than by means of a nine-peck seeding.

Just as important were the results obtained by him in breeding pedigree strains of cotton, corn and rye. Mr. Coker kept at it for ten years, and whenever he was sure of his results he issued a bulletin and sent it out among the farmers, inviting them at the same time to come to his farm and see for themselves. This is the object-lesson method that counts.

Spring Seeds

(Prices quoted after January 1st.)

Cotton (Long Staple)

Pedigreed Webber—Medium early, productive, making $1\frac{1}{4}$ " to $1\frac{5}{16}$ " staple under good conditions. Most popular variety in the staple area of South Carolina. For past six years has brought a premium of 3 to 10 cents a pound over short cotton.

Pedigreed Webber No. 49—Earliest of all long staple cottons. Productive, open growing, making $1\frac{1}{4}$ " to $1\frac{5}{16}$ " staple. Best for boll weevil conditions of any staple variety. One of our latest pedigreed strains of seed. Seed offered last year for first time at \$5.00 a bushel, and sold out before February.

Pedigreed Webber No. 82—Most productive strain of Webber variety. Matures earlier than parent strain, makes $1\frac{5}{16}$ " to $1\frac{3}{8}$ " staple under good conditions. Our finest pedigreed stock. Much desired by cotton buyers and mills at good premiums on account of its strength and evenness of fibre.

Pedigreed Hartsville No. 7—A big bolled, open growing staple cotton, of great vigor and productiveness. Makes $1\frac{3}{16}$ " staple ordinarily. Grows very similar to short staple cotton and brings a premium in price. A good cotton to plant where very long staple is not required.

Pedigreed Hartsville No. 9—Latest pedigreed strain of the Hartsville variety. Makes about $\frac{1}{8}$ " longer staple than the No. 7. Medium early, very productive, large bolled. Very free from disease and easy to pick. Every bushel of these seed was sold last season before January 1st.

Pedigreed Keenan-Goodson No. 3—Medium early, productive, semi-cluster, big bolled staple cotton making $1\frac{3}{16}$ " to $1\frac{5}{16}$ " staple. Easy to pick and easy to gin. The latest and most productive strain of Keenan cotton. Bred for us by the originator, Mr. Goodson. Best staple cotton for stiff lands.

Cotton (Short Staple)

Cleveland Big Boll—One of the best producing cottons. Makes uniform lint and full staple. Large bolled and easy to pick. Our seed come from the most productive strain of this cotton we know of, having been carefully bred for several years. Stands high in our tests year after year.

Mexican Big Boll—One of the earliest short staple cottons. A big boll, open growing, very productive variety. We consider this the best early cotton. Recommended for boll weevil conditions.

Cook's Improved—Medium early, cluster, large boll, productive. A heavy producer of good quality lint. One of the most popular cottons wherever planted.

Note—All our cotton seed are raised around Hartsville, under the personal supervision of our head plant breeder. It is ginned on our private gin and the seed are recleaned. We guarantee the seed for purity and germination—a guarantee seldom made by seedsmen or seed growers for cottonseed. We know our seed and stand behind them.

Corn

Pedigreed Williamson—Very productive, bred to pedigree for eight generations by the ear-to-row method. High in feeding value. Resists weevils better than other varieties. Usually makes one large ear to the stalk thickly planted and sometimes two ears. Fodder not pulled for eight generations. Red cob, amber grain.

Improved Marlboro Prolific—One of the best yielding prolific varieties. Makes two to four ears, but has been selected for two full ears. A very popular corn wherever planted. Fodder not pulled from seed fields. Selected, but not bred to pedigree.

Improved Garric—A heavy yielding white corn planted a great deal in South Carolina and Georgia. Winner of numerous prizes for big yields. Shows up well in our tests. Fodder not pulled. Seed **field selected** but not bred to pedigree.

Whatley's Red Cob—A two eared variety that has stood high in yield in our variety tests for several years. We are offering this corn this year for the first time. Only limited stock for sale.

NOTE—All our corn is selected, nubbed and recleaned. Every ear is inspected and graded. Our seed is tested and guaranteed for germination and purity. We handle only a limited amount of seed corn in order to give it personal attention. Last year our stock supplied less than half our orders, and we sold out before planting time. Customers will therefore make reservations and place orders for corn early, to insure their being filled. Seed corn sold shelled or in ear.

Peas

Pedigreed Iron Warren—A very early, upright, productive pea, maturing in eight weeks from planting. Keeps well in field. More productive than Iron peas and less viney. A hybrid originated by us by crossing the Iron and Warren's New Hybrid.

Pedigreed Whippoorwill X New Era—Better known as the Groot. A hybrid pea crossed by the Government and improved by us. Medium early, medium viney, very productive pea. One of the best general purpose peas. Splendid for seed and hay purposes.

Brabham—A very productive, wilt resistant pea. Recommended for pea sick lands. A cross between the Iron and Whippoorwill. Holds its foliage well, making it specially valuable for a hay crop. One of the best varieties to plant on light soils for production of shelled peas and vine growth.

Iron—A variety best known for its disease resisting qualities. Will make good crops on lands infected with wilt-fungus and root-knot. Medium early, makes good yield of peas, and is specially valuable as a hay crop as it holds its foliage better than most other varieties. No peas except Brabham or Iron should be planted on lands infected with cotton-wilt.

Millet

Pearl or Cattail—One of the most popular green forage plants. Furnishes continuous green cutting throughout the summer. Can be cured and makes a nutritious feed for all kinds of stock. Makes heavy growth. Seed not raised by us.

German—A quick growing variety, maturing in 6 to 8 weeks. Planted with peas, makes an excellent feed. Southern grown seed. Seed not raised by us.

Sorghum

Pedigreed Amber—An early variety, which makes large yield of excellent quality forage, which can be fed green or cured. Our seed has been bred for sweetness and succulence of stalk and seed yield. Is more tender and juicy than the ordinary Amber type.

Pedigreed Sumac—Medium early. Makes heavy forage growth. Especially adapted for silage purposes. Makes a good quality syrup and is much planted for this purpose. A good feed for dairy cows. Heavy yielder of seed.

These are the only two pedigreed sorghums we know of and are superior to ordinary varieties.

Soy or Soja Beans

(Seed not grown by us)

Mammouth Yellow—The most extensively grown variety in the South. Makes large yields of forage and seed.

Hollybrook Early—An early maturing variety that makes a quick, heavy growth.

Velvet Beans

Pedigreed Yokohama—Makes more vigorous growth than any cowpeas. Best crop for new cleared ground and on soils that need mellowing. An early maturing variety. Makes seed in four months. High price of seed has retarded distribution of these seed, but larger crops will lower prices this season.

Chinese—Makes heavy yield of beans. Matures seed as far north as North Carolina. About six weeks earlier than the Florida.

Florida—The best known and oldest cultivated variety. Does not mature seed north of Georgia. Makes rank vine growth. Seed not grown by us.

100 Day Speckled—A new variety that shows great possibilities. Earlier than Yokohamas and keeps better in the field.

Popcorn

White Rice—Most popular variety. Pops pure white. Excellent quality.

Queen's Golden—Large yellow grains. Pops pure white.

Grasses

Sudan—A new hay crop, widely advertised for its heavy growth and good quality forage. Similar to Johnston Grass but is annual. Seed prices high until this year on account of scarcity. Our seed grown on our own farms. Guaranteed pure.

Bermuda—The most valuable perennial grass for permanent pastures. In combination with Burr Clover will give green pastures practically all the year. Excellent for lawns. A good soil binder. Seed not grown by us.

Spring Oats

Burt—Sometimes called the "90 Day Oat." Practically only oat for Spring planting.

Kicks and Complaints

We welcome kicks and complaints, not that we are glad to have them, but if they exist, we want to know about them. If you plant any of our seeds and don't like them, write us frankly and tell us so. If they didn't come up, or if the yield was poor, or if you were disappointed in any way, write us about it. Don't think that because you can't praise our seed, we don't want your report on them. Any reasonable complaint or kick of any kind, honestly made, will have our careful attention and investigation.

Mulford Nitro-Germ

The MULFORD NITRO-GERM consists of pure, tested cultures of active, vigorous nitrogen-fixing bacteria, for inoculating seeds of legumes or soil.

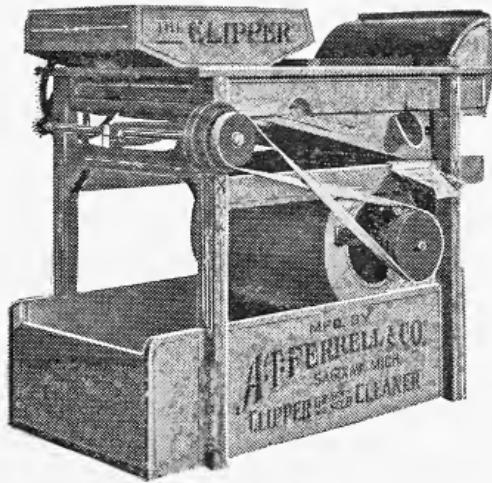
Where soil inoculation is impracticable, some culture such as this must be used with clovers and alfalfa, for best results.

Be sure to specify the particular legume for which the NITRO-GERM is desired, otherwise we will not know how to fill your order.

We ship NITRO-GERM direct from the laboratories to insure freshness of culture.

PRICES

Garden size (about $\frac{1}{4}$ acre) 50 cents; one acre size, \$1.50; five acres size, \$5.00.



Clipper Seed Cleaners

This machine is the most satisfactory one we have ever found for recleaning and grading seeds of any kind. It is made in several sizes, but the No. 2 machine shown above, is best suited for general farm purposes. We carry a few of these machines in stock for our customers, and will be glad to send special folders describing them, upon request.

The No. 2 machine can be operated either by hand or power. It effectively removes trash, and light weight seeds, allowing only the fully matured to fall into the seed box. Such a machine means increased vitality of planting seed and a better quality product. It will pay for itself on many farms in a single year. Write for prices.

Price List of Seeds

FALL, 1915

(ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE, AND SUBJECT TO UNSOLD STOCKS)

Rye—

ABRUZZI, COKER'S PEDIGREED. Bushel, \$3.25; 10 bushels @ \$3.15; 50 bushels @ \$3.05; $\frac{1}{2}$ bushel, \$1.75; peck, 90c.

Oats—

RED APPLER, COKER'S PEDIGREED. Bushel, \$1.25; 10 bushels @ \$1.15; 50 bushels @ \$1.05; $\frac{1}{2}$ bushel, 75c; peck, 45 cents.

FULGHUM. Bushel, \$1.10; 10 bushels @ \$1.05; 50 bushels @ \$1.00; $\frac{1}{2}$ bushel, 65c; peck, 40c.

BURT. Bushel, \$1.10; 10 bushels @ \$1.05; 50 bushels @ \$1.00; $\frac{1}{2}$ bushel, 65c; peck, 40c.

Wheat—

LEAP'S PROLIFIC. Bushel, \$1.80; 10 bushels @ \$1.75; 50 bushels @ \$1.65; $\frac{1}{2}$ bushel, 95c; peck, 55c.

Clovers—

CRIMSON CLOVER. Pound postpaid, 30 cents; three pounds postpaid, 75 cents. Bulk prices, not prepaid: Bushel (60 pounds) \$8.50; $\frac{1}{2}$ bushel, \$4.50; peck, \$2.50.

BURR CLOVER (in burrs). Pound postpaid, 30 cents; three pounds postpaid, 80 cents. Bulk prices, not prepaid: Bushel (10 pounds), \$1.50; $\frac{1}{2}$ bushel, 85 cents; peck, 50 cents. Ten bushels and above at \$1.35 a bushel.

SWEET, BIENNIAL YELLOW. Hulled. Pound postpaid, 50 cents; three pounds postpaid, \$1.35. Bulk prices, not prepaid: Five pounds, \$1.85; ten pounds, \$3.50.

ALFALFA. Pound postpaid, 40 cents; three pounds postpaid, \$1.10; Bulk prices, not prepaid: Five pounds, \$1.50; ten pounds, \$2.75; 50 pounds, \$12.00.

Rape—

DWARF ESSEX. Pound postpaid, 25 cents; three pounds postpaid, 65 cents. Bulk prices, not prepaid: Ten pounds, \$1.25; fifty pounds, \$5.50.

PRICES

Our prices are for cash with order. If remittance is not sent with order, it means a delay until we can write you and receive the amount. Customers who have established their responsibility may have shipments made with sight draft attached to bill of lading.

We make no special prices or reductions. We believe our seeds are worth what we charge for them, to one customer the same as another. In case of general changes in price (owing to market fluctuations) orders received after the change will be filled at the new prices.

Remittance may be made by personal check, bank check, money order, cash or stamps. We are not responsible for your order until it reaches us.

SHIPMENTS

Our excellent facilities enable us to fill practically every order the same day it is received. We exercise the same care with small orders as with large ones, but make a small additional proportional charge for the extra expense of handling, sacking, etc. This expense is included in the prices quoted.

All seed quoted by the single pound or in three pound lots are sent with all charges PREPAID. But bulk prices of five pounds, and above, pecks, half-bushels, and bushels, DO NOT INCLUDE transportation charges, and such shipments will be sent by express or freight collect, unless such charges are added to the prices quoted.

HOW TO HAVE SEED SHIPPED

Shipments of twenty pounds and less to points within the second zone from Hartsville (within 150 miles, including all points in South Carolina and Central Southern part of North Carolina) are usually cheapest by parcel post. Whenever shipments of more than three pounds are ordered by parcel post, the amount must be added to the prices quoted. This amount in the second zone is equal to one cent for each pound with four cents added to the total. Thus a shipment of ten pounds would cost 14 cents, 15 pounds 19 cents, etc.

Small shipments to points at a distance are usually cheapest by express, with the following exceptions: Shipments within the third zone (300 miles) of fifteen pounds and less are cheapest by parcel post; nine pounds and less in the fourth zone (600 miles); and six pounds and less in the fifth zone (1000 miles.) If you are not sure about cheapest way to have shipment made, send us a sufficient amount to pay charges and we will send cheapest way, and return to you any balance after paying charges.

Large shipments are always cheapest by freight. If your station is a prepay freight station, the amount of freight charges must be added to your remittance.

WHEN SEED ARRIVE

Our seed are put up in substantial bags and boxes and delivered to the railroads in good order. When seed arrive in bad order, do not accept the shipment or pay the freight until your station agent makes a statement to that effect on your received freight bill. Send this freight bill to us and we will make claim and collect it from the railroad company for you.

You have ten days in which to examine and test our seeds in any way you may see fit. If they are not perfectly satisfactory in every way, return them to us in the original packages at our expense, and we will refund your money. However, we will not refund money for seed that have been in a customer's hands for more than ten days, nor entertain any claim after that time.

OUR GUARANTEE

Every bag of seed we ship bears a card giving the percentage germination and purity we guarantee for the particular seed. This guarantee is protected by the South Carolina state inspection laws, enforced by the State Department of Agriculture. Any package of seed falling below the figures we give, lays us liable to prosecution. Our figures therefore always show less than the real tests prove, in order to allow a safety margin.

We guarantee our Pedigreed seeds, true to pedigree, name and type, and up-bred by the plant-to-row method. We guarantee our Improved seeds true to type and name, and up-bred by general or mass selection. We guarantee our General seeds to be as good as we can get from careful planters and importers. All our seeds are recleaned, graded and tested for germination, and only the best grade is used for seed purposes.

We waive all responsibility for any loss or claim that may result from a mistake in shipping, as such mistakes may occur in any business. We waive all responsibility for the quality or germination of the seeds after they have been in your hands for ten days, as the vitality of any seed can be lessened by subjection to moisture, heat, chemicals, etc. We make no warranty, express or implied, as to crop yields and outturns, and are not responsible for same, as there are too many reasons for crop failures. In no case are we responsible for more than purchase price of seed.

OUR TRADE MARK

All our Pedigreed seed and Improved seed are sold under our registered Trade-Mark. Other people advertise our seed and "Pedigreed" seed, but none are genuinely ours unless carrying our trademark and guarantee. This trade-mark is protected by registry in the United States Patent Office.



OUR FINANCIAL STANDING

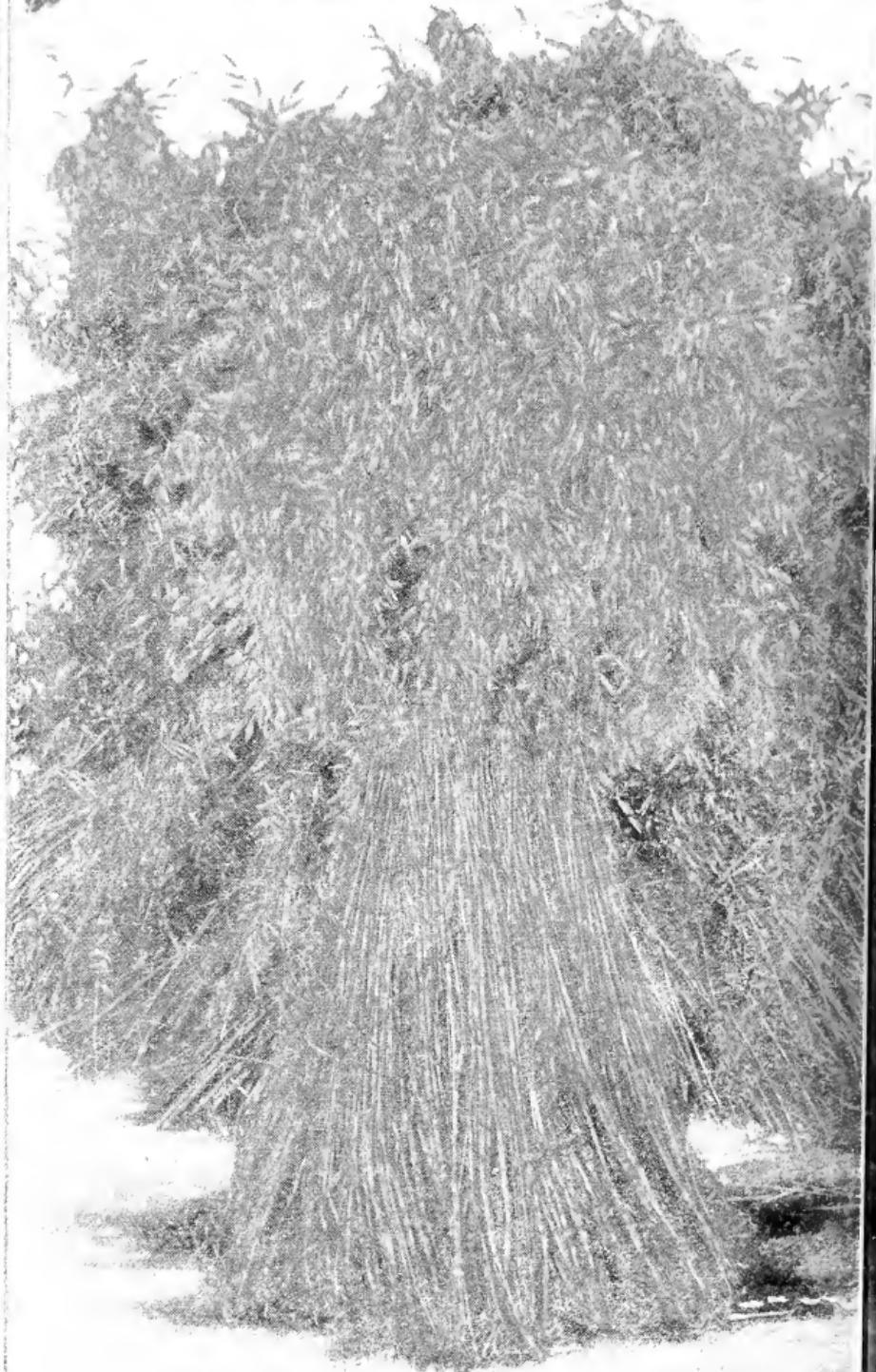
Refer to any bank or banker, or commercial rating book for the rating of J. I. Coker & Co., Hartsville, S. C., of which firm we are a branch.

ADDRESS
PEDIGREED SEED COMPANY
HARTSVILLE, SOUTH CAROLINA

If you forget our name, think of SEED and the HEART. A letter addressed to SEED COMPANY, HARTSVILLE, S. C., will reach us.



CRIMSON CLOVER



COKER'S PEDIGREED RED APPLER OATS

